

# The Chronicle

## “Getting Lucky in Kentucky”



The International Career Development Conference (ICDC) is the highlight of the DECA year for the approximately 15,000 members, advisors, businesspeople and alumni who attend. Most of the participants are at ICDC as competitors in one of DECA's competency-based competitive events. Top competitors in each event category are recognized for their outstanding achievements.

In addition to competitive events, many students and advisors attend the many leadership academies; The New Advisor Academy, The Leadership Development Academy, DECA LEADS, Senior Management Insti-

tute, and Chapter Management Academy.

ICDC was held at the Kentucky Exposition Center. But that wasn't the only fun available.

DECA Night at the **Louisville Bats** baseball game offered fun and excitement as they took on the Indianapolis Indians.

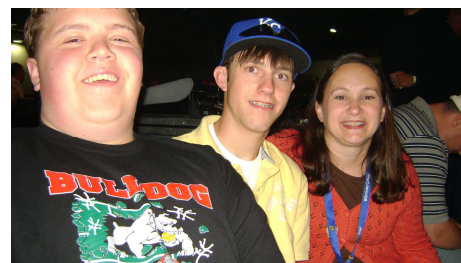
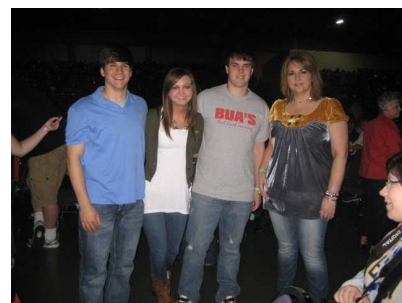
**Lady Antebellum** held a concert just for DECA. It was a fun-filled event, where even the advisors sang along. There were many more attractions to visit during your free time. Steamboat Races, **Fourth Street Live**, Louisville Slugger Museum and Factory, and the Muhammad Ali Museum were just a few. You can't go to

Louisville and not visit

**Churchill Downs**, home of the Kentucky Derby. While you're there, you can visit the Kentucky Derby Museum.

Welcome to Louisville!

Churchill Downs



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### 2010-2011 Dates to Remember

**August 12-14, 2010**  
DECA SAM Conference  
Orlando, Florida

**September 12-13, 2010**  
DECA Fall State Executive Council Meeting  
Little Rock, Arkansas

**TBA**  
NWA DECA Mini Fall Leadership Conference  
Rogers, AR  
Embassy Suites

**October 7, 2010**  
Central Arkansas Officer Training and Fall Conference  
North Little Rock, AR  
Pulaski Technical College

**November 12-14, 2010**  
DECA North Atlantic, Southern & Western Region Leadership Conference  
Washington, DC

**January 16-17, 2011**  
DECA Spring State Executive Council Meeting  
Little Rock, Arkansas

**February 28-March 2, 2011**  
Arkansas DECA State Career Development Conference  
Little Rock, Arkansas

**April 30-May 3, 2011**  
DECA International Career Development Conference  
Orlando, Florida

**Phillip VanDerBerg—Vice President of Membership**

**Full name:** Phillip Tyler VanDerBerg

**Age:** 16

**Nick name[s]:** Chef

**Number of siblings and names:**

1 sister, Abby-9 years old

**Favorite singer:** Lady Gaga, Green Day, Black Eyed Peas

**Birth day:** 05/23/94

**Favorite animal and why:**

Chicken, one of the most versatile thing to cook

**Favorite food:** Anything except for sea food and brussel sprouts

**Hobbies:** Cooking, tennis, computers, and music

**Favorite Sports Team:**

U of A Razorbacks

**Favorite movie:**

Napoleon Dynamite

**Favorite holiday and why:**

March 14th - National Pi Day - I like pie!

**Breanna Willis—Vice President of Finance**

**Full name:** Breanna La'Neil Willis

**Age:** 16

**Nickname[s]:** Bre or Breezie

**Number of siblings and names:**

3, Kanedra, Tavares, Philip

**Favorite Singer:** Keyshia Cole

**Favorite animal and why:** Dolphin, it's a beautiful mammal and it's harmless.

**Favorite food:** KFC Hot Wings, Fried Rice, steak quesadillas.

**Birthday:** June 6, 1993

**Pet Peeves:** Lying, Rudeness,

Smoking, and Disorganization.

**Hobbies:** Playing sports, babysitting.

**Favorite Sports Team:**

Louisiana Saints

**Favorite ice cream:** Cookies & Cream

**Teryl Robinson—President**

**Full name:** Teryl Lee Robinson

**Age:** 17

**Nickname:** Tyrell

**Favorite Sonic Drink:** Cherry Dr. Pepper

**Number of siblings and name:** 1, Marshall

**Favorite Singer:** Chris Daughtry

**Favorite animal and why:** Chinchilla, because it has a cool name.

**Pets:** 2 dogs, Heidi and Skooter

**Pet Peeves:** Hates feet and know-it-alls.

**Birthday:** June 9, 1992

**Hobbies:** Building furniture

**Favorite Movie:** The Ringer

**Favorite Ice cream:** Cookies N' Cream

**If you could travel to any place in the world, where would you go and why?** "I have always wanted to go to Roam, and go sight-seeing."

**Lacy Patterson—Vice President of Communications**

**Full name:** Lacy Ann Patterson

**Age:** 16

**Nickname:** Lacy Jay, Momma Lace

**Favorite Sonic Drink:** Ocean Water Slush

**Number of siblings and names:**

2, Molly and Cassie

**Favorite Singer:** Justin Bieber(:

**Favorite animal and why:** I love giraffes! They can always reach the highest things, like me.

**Favorite food:** Mexican

**Birthday:** October 4, 1993

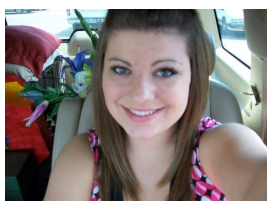
**Pet Peeves:** People who can't spell, Fun-suckers.

**Hobbies:** Ultimate Frisbee, Doing things "Like a Boss."

**Favorite Sports Team:**

Arkansas Razorbacks

**Favorite Movie:** Step Brothers

**Morgan Gower—Vice President of Civic Consciousness**

**Full name:** Morgan Taylor Gower

**Age:** 16

**Nickname:** Gower

**Favorite Sonic Drink:** Watermelon Cherry Slush

**Number of siblings and names:** 1, Nikki

**Favorite Singer:** Lil Wayne

**Favorite animal and why:** Dog, they're awesome pets.

**Favorite Food:** Italian

**Birthday:** June 22

**Weird Habits:** Pacing

**Pets:** Weiner dog, Katie

**Pet Peeves:** People who smack food

**Hobbies:** Reading, Cooking

**Marketing Education Teacher of the Year— Jeff Shaw****Full name:** Jeffrey Alan Shaw**Age:** 51**Favorite Sonic Drink:** Cherry Limeade**Number of siblings and names:** 1 sister, Susan. But 3 kids—Brent 32, Marisa 18, Austin 16. And 3 grandkids.**Favorite Singer:** Bob Seager**Other clubs or activities:** Advisor to Heritage Student Bankboard, Head Cross Country and Girls Track Coach**Favorite Food:** Good Steak**Birthday:** January 12, 1959**Allergic to:** Nothing**Weird Habits:** None**Pets:** 1 cat, Kat and 1 Sheltie, Sadie**Pet Peeves:** People who are late. My rule is if you are not 15 minutes early, you are late.**Hobbies:** Hunting, Fishing, Golf**Favorite sports team:** Duke Bluedevils basketball team. No real reason**Favorite movie:** Lonesome Dove**Favorite holiday and why:** Christmas – people seem more friendly then.**Favorite ice cream flavor:**

Bunny tracks. I like all the crunchy, gooey stuff.

**If you could travel to any place in the world where would you go and why?** Australia – just think it would be great place to see.**Chairman of Arkansas DECA—Jim Brock****Full name:** James Brock**Age:** 55**Nickname:** Jim**Favorite Sonic Drink:** Diet Coke**Number of siblings and names:** 3, Karen, Tommy, Johnny (deceased)**Favorite singer:** Carrie Underwood**Other clubs, sports, activities:** Grandchildren**Favorite animal:** Dog**Favorite food:** Mexican**Birthday:** July 8**Allergic to:** Nothing**Weird habits:** Some might say I am just weird.**Pets:** 1 dog**Pet Peeves:** People who cannot be on time.**Hobbies:** Grandchildren**Favorite Sports Team:** University of Arkansas**Favorite movie:** Charlie's Angels**Favorite Holiday and why:** Christmas—Everyone seems to be in a good mood and lots of visiting goes on and you get to see people you don't see all year.**Favorite ice cream flavor:** Vanilla**If you could travel to any place in the world, where would you go and why?** Hawaii, why not?**Co-Chairman of Arkansas DECA—Ginger Fisher****Full name:** Ginger Fisher**Age:** 40**Nickname:** Giner**Favorite Sonic Drink:** Cherry Limeade**Number of siblings and names:** 3, 1 brother-Shannon and 2 sisters-Julie and Anna**Favorite Singer (Group):** Flyleaf**Favorite animal and why:** Dogs because they love you no matter what!**Favorite food:** Mexican**Birthday:** February 6, 1970**Allergic to:** Mosquitos, Cats, and Poison Ivy**Weird Habits:** None of my habits are weird!**Pets:** 2 dogs-Birdie Sue and Boz (two Brittany's)**Pet Peeves:** Bad drivers**Hobbies:** Duck hunting and upland bird hunting, gardening, shoe shopping, watching college football**Favorite Sports Team:****OU Sooners (Boomer Sooner)****Favorite movie:** Twilight movies**Favorite Holiday and why:** Easter because of Christ, the Easter Bunny, and pastel colors**Favorite Ice Cream Flavor:** Blue Bell Homemade Vanilla**If you could travel to any place in the world, where would you go and why?** Anywhere tropical... I love the beach!!



Congratulations to everyone who attended the State Career and Development Conference in March! It was a big accomplishment and a great experience for everyone who attended. Also, as some of you know, it is very challenging to win. I would like to congratulate all the winners of this past conference for all of their accomplishments. If you did not attend, I want to encourage you to do so this upcoming school year. Next year's winners will have the opportunity to attend ICDC in Orlando, Florida, and that's something to look forward to. Again, congratulations to the winners and let's work hard to make this year a huge success!

Sincerely,  
Teryl Robinson, President  
Arkansas DECA

## Congrats to the 2010 Chapter of the Year



# Alma High School

## National Finalist

### Congratulations to Melissa Swanson!



Melissa Swanson at ICDC  
in Louisville, Kentucky

Melissa was a first place winner at State DECA Competition. She went on to be an over-all event finalist in Restaurant and Food Service Management at ICDC in Louisville.

Melissa is a Senior and served

as President of the Harrison DECA Chapter. Melissa was a leader in all of the chapter's activities. She organized and supervised our community service project for Arkansas Children's Hospital that raised \$1,065 for the hospital. She

also served as a volunteer for the Muscular Dystrophy Association's annual lockup in Harrison. Melissa will be attending North Arkansas College in the Fall. She is planning a career in business management.

# 2010 State Winner's List

## Accounting Applications

1. Shelby Peck, Rogers
2. Dakota Salisbury, Fort Smith Northside
3. Richard Vines, Fayetteville

## Advertising Campaign

Shelby Simmons, Stuttgart  
Brittany Held, Bentonville  
Carly Turner, Bentonville

## Apparel & Accessories Marketing

Lily Mertz, Bentonville  
Anaalicia Evans, Fort Smith Southside

## Automotive Services Marketing

Trevor Bass, LR Central  
Kelsey Kitchens, Alma  
Bobby Awtry, Harrison

## Business Law & Ethics

Sila Heffley/ Michael Kinzer, Rogers  
Hanna Guin/Rachel Stuckey, Bentonville  
Ben Driver/Jeremy Stamps, Springdale

## Business Services Operations Research

Delaney Vandervort/Jordan Gregory, Alma

## Business Services Marketing

Mackenzie Wallace, Gravette  
Kelsey Elliot, Alma  
Breanna Willis, North Pulaski

## Buying and Merchandising Operations Research

Matt Whitson/Kayle Rutherford/Bradley Thomas, Bentonville  
Jacquelyn, Fercho, Alma

## Buying and Merchandising Team Decision Making

Chaz Nelson/Madison Scott, Heritage  
Stefanee Nielson/Brianda Quinones, Bentonville  
Ashley Cates/Meghan Perry, Bentonville

## Community Service Chapter Team Event

Chanlee Terhune/Amber Aldridge, Alma  
Victoria Villines/Melissa Swanson, Harrison  
Annyssa Storlie/Alex McDonald, Bentonville

## Creative Marketing Project

Kylie Johnson/Sean Siler/Shane Siler, Alma  
Ashley Lamar/Felicia Squires, Alma

## DECA Quiz Bowl

Gravette Team  
Bentonville Team  
Heritage Team

## Entrepreneurship Participating Event

### Franchising

1. Adam Wilbanks, Alma
2. Troy Chelsea, Harrison

## Entrepreneurship Participating Event

### Independent

Savannah Valentine, Alma  
Garret Rogers, Stuttgart

## Entrepreneurship Written Event

1. Andrew Stretton/TJ Seidl, Harrison
2. Jo Champasouk/Samantha Spencer, Bentonville
3. Whitney Stewart/Adriana Sandoval, Bentonville

## Fashion Merchandising Promotion Plan

1. Caitlin Wilson/Taylor Witcher, North Pulaski
2. Taylor Carson, Alma
3. Hannah Kawasaki, Josephine Vang, Bentonville

## Financial Analysis Team Decision Making

Amber Aldridge/Karen Goodner, Alma  
Jeff Eisma/Alex Gravelle, Rogers  
Nick Gneiting/Tyler Haggard, Bentonville

## Financial Literacy Promotion

Lacy Patterson/Kari Gregory, Alma

## Food Marketing Series

Even Gentry, Harrison  
Hillary Dunklin, Stuttgart  
Felicia Squires, Alma

## Hospitality and Tourism Operations Research

Presley Covington/Holly Loyd/Hannah Nilsson, Bentonville  
Jacob Hoy/Lukas Murray, Stuttgart

## Hospitality Services Team Decision Making

Kirstie Blair/Nate Depoy, Harrison  
Hannah Bushey/Lauren Engelkes, Stuttgart  
Sam Clark/Nick Jordan, Heritage

## Hotel and Lodging Management

Kelly Hudnall, Heritage  
Shelby Farris, Alma  
Makenzie Moore, Harrison

## Internet Marketing Business Plan

Cameron Alexander/Jordan Phillips, Bentonville  
Jessie Nemesi/Erin Suchy, Bentonville

## Learn and Earn Project

1. Kelsey Kitchens/Taylor Carson, Alma

## Marketing Management

Neil McGaugh, Springdale Har-Ber  
Michael Summers, Harrison  
Teryl Robinson, Alma

## Principles of Business Management and Administration

Jaiton Phillips, Harrison  
Trent Lamers, Rogers  
Morgan Floyd, Russellville

## Principles of Finance

Kylie Johnon, Alma  
Chad Levin, Bentonville  
Grant Baker, Alma

## Principles of Hospitality and Tourism

Kinney Guerrero, North Pulaski  
Alsghara Smith, Sylvan Hills  
Moriah Hensley, Harrison

## Principles of Marketing

Christian Carlson, Bentonville  
Kyle Baugh, Harrison  
Maddy Timmerman, Alma

## Public Relations Project

Teryl Robinson/Karen Goodner, Alma  
Grace Driggers/Brittany Riley/Miranda Humphries, Alma

## Quick Serve Restaurant Management

1. Forrest Dorman, Harrison
2. Juan Perea, Rogers
3. Colton Cappetta, Rogers

## Restaurant & Food Service Management

1. Melissa Swanson, Harrison
2. Phillip VanDenBerg, Springdale
3. Heather Rogers, Fort Smith Southside

## Retail Merchandising

1. Abbi Wolfenkoehler, Bentonville
2. Jalon Loyd, North Pulaski
3. Victoria Villine, Harrison

## Scrapbook

1. Oak Grove
2. Alma
3. Harrison

## Sports and Entertainment Marketing

1. Parker Spaulding, Springdale
2. Evan Giesen, Heritage
3. Chad Burris, Alma

## Sports and Entertainment Marketing Team Decision Making

1. Arum Chawla, Bentonville
2. Brittany Dockery/Christy Fraley, West Fork
3. Adam Battye/Tarek Khalaf, Bentonville

## Technical Sales

1. Reece Borchures, Harrison
2. Megan Mendzef, Alma
3. Allie Roe, Alma

## Travel and Tourism Marketing Team Decision Making

1. Ashleigh Alecusen/Hayden Lovelace, Heritage
2. Jordan Nicholson/Jessica Stamps, Springdale Har-Ber
3. Trent Taylor/Braden Townsley, Rogers

## Sweepstakes

- Alma



## Lady Antebellum



## Team 64



## State Officer Team